

# SHIPMENT/PLACEMENT CALENDAR

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
February	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28				

				1	2	3	4
March	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	

## PROMOTION AGREEMENT

Promotion materials delivery date \_\_\_\_\_

Product delivery date \_\_\_\_\_

Placement dates \_\_\_\_\_

Display position  
(counter, floor, etc.) \_\_\_\_\_

Display placed by  
(SR, Store Personnel) \_\_\_\_\_

Authorized signature: \_\_\_\_\_

# BENSON & HEDGES

**FREE  
PORTABLE  
ASHTRAY**  
WITH CARTON PURCHASE

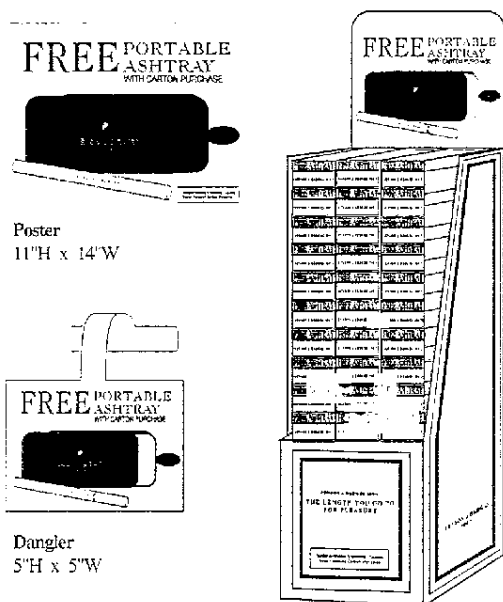


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**Promotion Dates**  
**February 27 - March 31, 1995**

## FREE PORTABLE ASHTRAY!

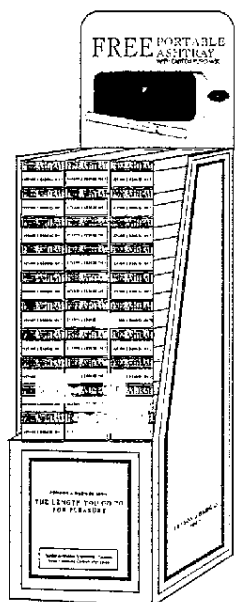
With Carton Purchase



Poster  
11"H x 14"W



Dangler  
5"H x 5"W



30 Deal Display  
48 3/8"H x 14"W x 13"D

P.O.S. Kit  
30 Deal Display, Poster, Dangler, and 30 Ashtrays

## BENSON & HEDGES 100's

- Increase carton sales in your store with this valuable offer from Benson & Hedges.
- Free offers are crowd pleasers. Reward your customers with a FREE portable ashtray.
- Use this effective promotional kit to attract customers from all angles and to ensure maximum sell through.

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